

TO THE PUBLIC

On account of the warm weather and the scarcity of reliable labor, we will for the present
---DISCONTINUE---

the delivery of ice in the residence part of the city in the afternoons, after

WEDNESDAY JUNE 25th.

So please make your arrangements to buy what ice you need from our morning wagon.
Our men will be instructed to be careful and try not to miss anyone desiring ice.

ELLIS ICE & COAL CO. Incorporated

PRESS BOYS AT PLAY

Are Having Quite An Outing In the
Metropolis.

The Kentucky Press Association will conclude its meeting in Louisville today.

The program for the three days was as follows:

Thursday Morning, June 26.

10:00—Meeting called to order by the President, D. M. Hutton, editor Herald, Harrodsburg, Ky.
Invocation—Rev. Charles Henry Prather, D. D., pastor, Bardonia Road Presbyterian church, Louisville.

Address of Welcome—Richard M. Bean, vice president Louisville Banking Company.

Response—B. F. Forgy, editor Daily Independent, Ashland, Ky.

Address—Lieut. Col. Robert J. McBryde.

Thursday Afternoon, June 26.

2:00—"In Union There Is Strength"—Courtland Smith, president American Press Association, New York City.

"Shop Talk"—Round Table Discussion led by D. M. Hutton, president K. P. A.

Thursday Evening, June 26.

8:00—Joint meeting of Kentucky Educational Association and Kentucky Press Association at First Christian church.

Friday Morning, June 27.

10:00—Address—Mrs. Cora Wilson Stewart, chairman Kentucky Literacy Commission, Frankfort, Ky.

"How Can the Kentucky Press Aid in Securing Better Highways?"—Hon. Rodman Wiley, commissioner, Department of Public Roads, Frankfort, Ky.

Address—Hon. Henry J. Allen, governor of Kansas and editor of the Beacon, Wichita, Kan.

12:00—Luncheon at Tyler Hotel as guests of Louisville Convention and Publicity League.

Friday Afternoon, June 27.

2:00—"Conducting a Column"—T. C. Underwood, editor of the Kentucky New Era, Hopkinsville, Ky.

"Some Entanglements of Journalism"—Hon. Walter W. Williams, dean of Journalism, University of Missouri, Columbia, Mo.

8:00—Theatre party.

Saturday Morning, June 28.

10:00—"How Can the Press Aid in the Work of Reconstruction?"—Rev. H. C. Turner, Danville, Ky.

"Legal Advertising"—Round Table led by B. B. Cozine, editor Shelby News, Shelbyville, Ky.

Report of Secretary-Treasurer J. Curtis Alcock, editor Daily Messenger, Danville, Ky.

Chinese Cooks.

It is said by those who have employed them that the Chinese always cook by rule, if they have any rule to go by—following the receipt with the same scientific exactness with which the druggists put up a prescription. Hence their results are equally satisfactory. They never burn or spoil anything, nor spill materials on the floor, consequently, nothing that goes through their hands is wasted. They cook just enough and no more.—Hotel Gazette.

Taste and Imagination.
Taste is merely a matter of imagination, says scientists, and it is asserted that tests have been made where chopped onions had been called raw potatoes, but this was when the smelling apparatus was out of commission. People do not know what tastes are.

Products of Cashew Tree.
Besides the nuts used in confectionery the Indian cashew tree yields an insect-repelling gum, a juice that makes indelible ink, and three kinds of oil, one edible, the others used to tan fishing nets and preserve wood.

The Sable Philosopher.
Don't worry 'bout when an' whar de long lane'll turn, but jes keep good holt er de hosses so's de wagon'll make de turn without spillin' you in de briery.—Atlanta Constitution.

Easy to Recognize.
Helen, four years old, went to the movies and was much interested in the war pictures. When the statue of Liberty was projected on the screen, she exclaimed: "I can allus tell the Goddess of Liberty, 'cause she has an ice cream cone in her hand."

PUT UP TO PRESIDENT

Senators To Urge Two Revenue Officers In Kentucky.

Washington, June 26.—Members of the Kentucky delegation held the opinion today that no nomination of a collector for Kentucky consolidated revenue office will be sent to the Senate before the return of President Wilson to this country.

Both of the Kentucky Senators favor a plan for two offices in the state, although Internal Revenue Commissioner Roper insists that all five of the Kentucky offices shall be consolidated into one.

It is thought likely the Senators will prevent any nomination from being presented to the Senate until after the return of President Wilson, in order that they may at present direct their argument for the 2-office plan to the President.

LEBKUECHER'S BAND CONCERTS

WILL BE GIVEN AT VIRGINIA
PARK EVERY THURSDAY
FOR THREE MONTHS

WILL BE FREE TO THE PUBLIC

Will Be Enjoyable Treat to the Music

Lovers of Hopkinsville and

Vicinity.

Lebkuecher's Band has made arrangements to give open air concerts at Virginia Park every Thursday night for the next twelve weeks.

These concerts were for several seasons a great treat to the music loving public, prior to the war, when Lebkuecher's Band became the Third Regiment Band and was practically disbanded for about three years. Since the war closed, Mr. H. L. Lebkuecher has reorganized the old band, with much of the former material, and is now prepared to make music to the delight of the public as before. These concerts will be free to everybody as the business men will raise the fund necessary to defray all expenses connected therewith.

Grecian Building Materials.
Brick is the most common kind of building material in Saloniki and in all New Greece. Wooden structures are rare, on account of the shortage of timber. Stone is little used, except for underground walls and foundations. Ordinary walls are built with both plain and hollow bricks. The former, being more solid, are generally used for the building of lower stories, while hollow bricks are commonly employed in the upper stages. The principal kind of roofing used is made of lat tiling.

Grape sacks for sale at this office.

The Hardest Job in Every Business

In nearly every line production has been increased on account of the war. The hardest job ahead is to find a market in peace times for what those factories turn out. Money is made—not in manufacturing—but in selling. Yet selling seldom receives the attention it deserves.

The number of factories a manufacturer can build—the profit he can earn—are limited by the amount of merchandise for which he can find a profitable market.

If demand can be kept ahead of production, a profitable market is sure. And the one way to keep demand ahead of production is by advertising—teaching the public to use more of your goods.

In the past the South has bent her energies on manufacturing. The marketing of her products were largely left to others who took the raw materials and staples and converted them into specialties, trade-marked, advertised and sold them. And, invariably, it is the selling of specialties that pays the wide margin of profit and the selling of staples that pays the slim.

Greater profits—keeping conditions in our hands instead of on them—depend upon our marketing our goods as well as upon our making them.

The South's cotton goods should be known by brand-names in Detroit just as we know and buy the various makes of automobiles produced by the citizens of that enterprising Michigan city.

Lumber, of which the South is the Nation's greatest possessor, will be needed for reconstruction and the merits of our various woods should be convincingly told by advertising.

The South is the greatest fat-producing section of America. In the vegetable oils from her cotton-seed, peanuts and soy beans she produces more fat than all the dairy cows of America—more fat than all the hogs slaughtered in a year. More Southern-made and marketed compound lards and salad oils would bring additional millions into Dixie.

Cane syrups, coffees and all the other epicurean delights for which the South is famed would find a bigger demand if backed by adequate advertising. And such a demand would automatically fix a profitable price.

Marketing our products as well as making them would furnish work for the hands and brains of our returning sons—provide room for the tallest ambition and stop the emigration to the North and West of the talented and ambitious.

There was a time when we could sell the merchant and let him push the goods. But today the hardware, grocery and drug stores will carry from 2,000 to 10,000 different items. Pushing any one is impossible.

Wise manufacturers are marking their goods so that they can be recognized—telling the public about their merits and inducing the folks to pull them off the shelves. And in this respect, at least, an ounce of "pull" is worth a pound of "push."

The advertising agencies of the South have had years of experience in advertising and marketing many commodities. They know the methods that have proved successful, because their whole time is engrossed with the problems of selling.

Their contact with leading manufacturers in many lines has made them intimate with various methods of winning trade—methods of securing distribution—fighting substitution. It is their business to know how business is being built.

Their services cost nothing. They are paid a commission by the publishers to make advertising profitable to the manufacturer. It will be a revelation to many business men to know the varied forms of assistance these agencies can render—information on markets, containers, trademark law, distribution methods, dealer cooperation, service in preparing booklets, copy-writing and real information on the value of different classes of advertising media.

Write, wire or phone any of the accredited advertising agencies of the South and arrange a conference with them to discuss how to increase sales. Let them help you solve the hardest job ahead.

Basham Company, Thomas E., Louisville, Ky.
Cecil, Barreto and Cecil, Richmond, Va.
Chambers Agency, Inc., New Orleans, La.
Chesman and Company, Nelson, Chattanooga, Tenn.
Ferry-Haaly Advertising Co., New Orleans, La.
Johnson and Dallas Company, Atlanta, Ga.
Massengale Advertising Agency, Atlanta, Ga.
Staples and Staples, Inc., Richmond, Va.
Thomas Advertising Service, The, Jacksonville, Fla.

Members Southern Council, American
Association of Advertising Agencies